

**WHAT IS CLAIMED IS:**

1. A pressure developable imaging element comprising a support and an image forming unit comprising photosensitive microcapsules and a developer, wherein said support comprises a substrate comprising polyolefin or a copolymer thereof, wherein said substrate has a density of greater than 0.9 grams/cc.
2. The pressure developable imaging element of claim 1 wherein the polyolefin substrate has a density of greater than 1.0 grams/cc.
3. The pressure developable imaging element of claim 1 wherein the polyolefin substrate has a density of 1.1 grams/cc to 1.6 grams/cc.
4. The pressure developable imaging element of claim 1 wherein the support is opaque.
5. The pressure developable imaging element of claim 4 wherein the opacity is greater than 92.
6. The pressure developable imaging element of claim 1 wherein the support has the following values:  $L^*$  is 92 to 99,  $a^*$  is -1 to +1 and  $b^*$  is -10 to 0.
7. The pressure developable imaging element of claim 1 wherein the polyolefin is polypropylene, polyethylene, polypropylene co-polymer derivatives, or polyethylene co-polymer derivatives.
8. The pressure developable imaging element of claim 7 wherein said polyolefin is polypropylene or a polypropylene copolymer derivative.
9. The pressure developable imaging element of claim 1 wherein the polyolefin substrate further comprises a filler.

10. The pressure developable imaging element of claim 9 wherein said filler comprises white pigment.

11. The pressure developable imaging element of claim 10 wherein said white pigment is titanium dioxide, calcium carbonate, zinc sulfide, barium sulfate, or alkaline metal silicates.

12. The pressure developable imaging element of claim 1 wherein the caliper of the polyolefin substrate is between and including 100  $\mu\text{m}$  and 250  $\mu\text{m}$ .

13. The pressure developable imaging element of claim 1 wherein the polyolefin substrate is oriented.

14. The pressure developable imaging element of claim 13 wherein the polyolefin substrate is biaxially oriented.

15. The pressure developable imaging element of claim 13 wherein the polyolefin substrate is uniaxially oriented.

16. The pressure developable imaging element of claim 1 wherein the support further comprises at least one unoriented flange layer comprising polyolefin or a copolymer thereof.

17. The pressure developable imaging element of claim 16 wherein the unoriented flange layer is melt extruded.

18. The pressure developable imaging element of claim 16 wherein the polyolefin is polypropylene, polyethylene, polyester, polystyrene, or co-polymers thereof.

19. The pressure developable imaging element of claim 16 wherein the unoriented flange layer comprises an inorganic stiffening agent.

20. The pressure developable imaging element of claim 19 wherein said inorganic stiffening agent is an inorganic metal silicate, carbonate, talc, or glass fibers.

21. The pressure developable imaging element of claim 16 wherein said unoriented flange layer further comprises colorants.

22. The pressure developable imaging element of claim 1 wherein the stiffness of the element is between 50 and 300 mN.

23. The pressure developable imaging element of claim 16 wherein the unoriented flange layer has a caliper between and including 10  $\mu\text{m}$  and 175  $\mu\text{m}$ .

24. The pressure developable imaging element of claim 1 wherein the modulus of the polyolefin substrate is between and includes 30 MPa and 1000 MPa.

25. The pressure developable imaging element of claim 16 wherein the modulus of the unoriented flange layer is between and includes 700 MPa to 10500 MPa.

26. The pressure developable imaging element of claim 16 wherein the support comprises two unoriented flange layers and the polyolefin substrate is between the two unoriented flange layers.

27. The pressure developable imaging element of claim 16 wherein the unoriented flange layer adheres to gelatin.

28. The pressure developable imaging element of claim 1 wherein the support is substantially free of paper fiber.

29. The pressure developable imaging element of claim 1 further comprising an adhesive layer.

30. The pressure developable imaging element of claim 1 wherein the imaging element further comprises an inner protective layer and an outer protective layer on the opposite side of the image forming unit from the support.

31. The pressure developable imaging element of claim 1 wherein the imaging element further comprises at least one non-imaging layer comprising a hydrophilic colloid located between the support and the imaging unit.

32. The pressure developable imaging element of claim 31 wherein the hydrophilic colloid of the non-imaging layer is gelatin.

34. The pressure developable imaging element of claim 1 wherein the polyolefin substrate further comprises a cross-linker.